107386 Orders Order / Rev: Alt Order #: 06860593 Product Desc: ROMNEY FOR PRESIDENT Estimate: Flight Dates: 10/03/12 - 10/09/12 Primary AE: Amy McCreary · Original Date / Rev: 10/02/12 / 10/03/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: **American Rambler Productions Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 138 Conant St. Billing Cycle: EOM/EOC Beverly, MA 01915 Agency Commission: 15% Romney for President Advertiser Name: A35+ Demographic: New Business Thru: **Product Codes:** PLC02-Republican Order Separation: 00:05:00

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DIII FIAII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	90	\$92,775.00	\$78.858.75

## **Totals**

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	90	\$92,775.00	\$78,858.75	0.00
Totals	90	\$92,775.00	\$78,858,75	0.00

Priority:

Revenue Codes:

ACCOUNT EXECUTIVES				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	28%	\$92,775.00
Market	100%	\$331,339.29

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$82,834.82
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$92,775.00
KTUD	0%	\$0.00
KVVU	14%	\$46,387.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,566.96

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/08/12	10/09/12	M-F 6-7a WakeU	pw/Wa@M	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
				M-F 6-7a WakeL	p w/Wagners								•
F	PLS AIR	1/DAY W	AKE W/W	/AGNERS - 1/DAY	,								
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
 We	eek: 10/0	8/12	10/14/12	MT	2	\$700.00	0.00						

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KSNV

Order / Rev:

107386

Advertiser:

Romney for President

Alt Order #: Flight Dates: 06860593 10/03/12 - 10/09/12 Product Desc:

ROMNEY FOR PRESIDENT

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1 KSNV			M-F 6-7a WakeUp M-F 6-7a WakeUp	_	6-7a	МТ	:30	2	\$700.001	0.00 NM	2	\$1,400.00
<u>S1</u>	art Date	End Date	AGNERS - 1/DAY <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MT	2	\$700.00	0.00					_	
			M-F 6-7a WakeUp M-F 6-7a WakeUp AGNERS - 1/DAY		6-7a	W-F	:30	2	\$700.001	0.00 NM	2	\$1,400.00
	art Date	End Date 10/07/12	Weekdays W-F	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
			Today Show Today Show	CM	658a-9am	WTF	:30	3	\$900.001	0.00 NM	3	\$2,700.00
		TODAY SHO		0 4 844 1								
<u>Si</u> Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$900.00	Rating 0.00						
			Today Show	CM	658a-9am	MT	:30	2	\$900.001	0.00 NM	2	\$1,800.00
		TODAY SHO	Today Show	OW	000a-9am	MI	.50	2	ψ300.001	0.00 14141	4	φ1,000,00
<u>S</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10		10/14/12	MT	2	\$900.00	0.00						
			M-F Today Show M-F Today Show DW 2 - 1/DAY		9-10a	MT	:30	2	\$425.001	0,00 NM	2	\$850.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1	0/08/12	10/14/12	MT	2	\$425.00	0.00						
		2 10/09/12	M-F Today Show Today 4th Hour	III4th161M	10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
			OW 3 - 1/DAY	Consta AM and	Dete	Detina				l		
<u>ა</u> Week: 1	tart <u>Date</u> 0/08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
			M-F Today Show Today 4th Hour		10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
			DW 3 - 1/DAY									
<u>S</u> Week: 1	t <u>art Date</u> 0/01/12	End Date 10/07/12	<u>VVeekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$325.00	Rating 0.00						
		2 10/09/12	Rachael Ray Rachael Ray	СМ	11am-12pm	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
		RACHEL RA										
Week: 1	0/08/12	10/14/12	<u>Weekdays</u> MT	Spots/Week 2	\$325.00	Rating 0.00						
		2 10/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
	tart Date	RACHEL RA	Weekdays	Spots/Week	<u>Rate</u>	Rating				-		
Week: 1		10/07/12	WTF	3		0.00						
			Noon News Noon News	CM	12-1230pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
		NOON NEV		Cnoto Micali	Doto	Dating						
<u>১</u> Week: 1	tart Date 0/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> MT	Spots/Week 2		Rating 0.00						
			Noon News Noon News	CM	12-1230pm	~~WTF~~	:30	3	\$425.001	0.00 NM	3	\$1,275.00
PLS A	IR 1/DAY	. NOON NEV										
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	· · · · · · · · · · · · · · · · · · ·	Rating						
Week: 1	.,	10/07/12	Days of our Lives	CM		0.00	-20		¢425.004	O OO NAS		#4 07E 00
		. DAYS - 1/D	Days of our Lives		1258p-2pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
	tart Date	End Date	 Weekdays	Spots/Week	Rate	Rating						
Week: 1	0/01/12	10/07/12	WTF	3		0.00						
E 13 KSN	V 10/08/	12 10/09/12		CM	1258p-2pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00

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KSNV

Order / Rev:

107386

Advertiser:

Romney for President

Alt Order #:

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Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

10/03/12 - 10/09/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
			Days of our Lives Days of our Lives									
PLS	AIR 1/DAY	. DAYS - 1/D		•								
Week	Start Date 10/08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$425.00	Rating 0.00						
		2 10/09/12	The Doctors	СМ	2pm-3pm	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
PLS	AIR 1/DAY	DOCTORS	The Doctors									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	: 10/08/12 NV - 10/03/1	10/14/12 12 10/05/12	The Doctors	CM 2	\$325.00	0.00 WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
			The Doctors	Civi	2pm-3pm		.30	3	\$325.00 I	U.UU INIVI	3	\$975.00
PLS		DOCTORS		Spoto/Mook	Poto	Dating						
Week	<u>Start Date</u> : 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$325.00	<u>Rating</u> 0.00						
E16 KS	NV 10/08/1	12 10/09/12		СМ	3-4p	MT	:30	2	\$450.001	0.00 NM	2	\$900.00
PLS	AIR 1/DAY	. DR PHIL - 1	Dr Phil 1/DAY									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
-	: 10/08/12 NV - 10/03/1	10/14/12 12 10/05/12	MT	CM 2	\$450.00 3-4p	0.00 WTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
			Dr Phil	OIVI	3-4p		.50	J	φ430.001	0.00 NIVI	3	\$1,350.00
PLS		. DR PHIL - 1		Spats Milaak	Poto	Dating						
Week	<u>Start Date</u> : 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3		<u>Rating</u> 0.00						
E 18 KS	NV 10/03/	12 10/05/12	NEWS 3 at 4 (11		4-5pm	WTF	:30	3	\$725.001	0.00 NM	3	\$2,175.00
PLS	S AIR 1/DAY	. NEWS - 1/I	4PM NEWS (1 he DAY	our)	(4:30 PM-5:0	00 PM)						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>				1		
	: 10/01/12	10/07/12	WTF NEWS 3 at 4 (1)	HOURICM	\$725.00 4-5pm	0.00 MT	:30	2	\$725.001	0,00 NM	2	\$1,450.00
			4PM NEWS (1 h		(4:30 PM-5:0		.50	-	φ/20.00 i	O,OO INWI	2	Φ1,450.00
PLS		. NEWS - 1/I		Cnatallala	Doto	Detina						
Week	<u>Start Date</u> : 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> MT	Spots/Week 2		<u>Rating</u> 0.00						
E 20 KS	NV 10/08/	12 10/09/12	M-F Early News	СМ	5-630p	MT	:30	2	\$1,300.001	0.00 <b>NM</b>	2	\$2,600.00
PLS	S AIR 1/DAY	. NEWS - 1/I	M-F Early News DAY									
	Start Date	End Date	Weekdays	Spots/Week		Rating						
	: 10/08/12 :NV 10/03/	10/14/12	MT M-Su Early News	*	\$1,300.00 5-630p	0.00 WTF	:30	3	\$1,200.001	0.00 NM	3	\$3,600.00
			M-Su Early News		0- <b>000</b> p	** 1 1	.00	J	Ψ1,200.001	0.00 14141	J	ψο,οσο.σσ
PLS	S AIR 1/DAY Start Date	'. NEWS - 1/I End Date	DAY Weekdays	Spots/Week	Rate	Rating						
Week	: 10/01/12	10/07/12	WTF		\$1,200.00	0.00						
E 22 KS	NV 10/08/	12 10/09/12	M-F Jeopardy	СМ	630-7pm	MT	:30	4	\$1,300.001	0.00 NM	4	\$5,200.00
PLS	S AIR 2/DAY	W/MAX SE	M-F Jeopardy P JEOP - 2/DAY W	//MAX SEP								
	Start Date	End Date	Weekdays	Spots/Week		Rating					i	
	:: 10/08/12 :: 10/08/12	10/14/12 12 10/05/12	M-F Jeopardy	CM	\$1,300.00 630-7pm	0.00 TF	:30	3	\$1,000.001	0,00 NM	2	\$1,500.00
			M-F Jeopardy	O191	JJJ I PIII	11	.55	J	71,000.001	5,50 (414)	£.	ψ 1,000,00
PLS	S AIR 1/DAY <u>Start Date</u>	JEOP - 1/D. End Date	AY Weekdays	Spots/Week	Rate	Rating						
Week	: 10/01/12	10/07/12	TF		\$1,000.00	0.00						
Spot	Ch Date R		<u>Description</u> /I-F Jeopardy		<u>t/End Time</u> -7pm	_	<u>Weekdays</u> ThF	_		<u>Rtg Type</u> 0 0.00 NM		
4 N			.] N/A BUMP POLI		γριτ		1111		.oo	O OLOO INIVI		
3 K	-		Л-F Jeopardy		-7pm		ThF	-	:30 \$750.0	0.00 NM		
E 24 KS	SNV 10/08/	12 10/09/12	M-F Wheel	CM	7-730 <b>p</b> m	MT	:30	2	\$1,300.001	0.00 NM	2	\$2,600.00
			M-F Wheel of Fo	ntune							l	

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KSNV

Order / Rev:

107386

Advertiser:

Romney for President

Alt Order #:

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Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

10/03/12 - 10/09/12

Estimate:

Ln Ch Start End PLS AIR 1/DAY WHEEL - 1/	•	Start/End Time	Days L	en Spots	Rate Pri	Rtg Type Spo	ts	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	Rate Ratir \$1,300.00 0.	ng .00					
E 25 KSNV 10/03/12 10/05/12		7-730pm	TF	:30 2	\$1,300.001	0.00 NM	2	\$2,600.00
PLS AIR 1/DAY WHEEL - 1	M-F Wheel of Fortune DAY							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u> <u>Ratir</u>	ng					
Week: 10/01/12 10/07/12			.00					
E 26 KSNV 10/08/12 10/09/12  PLS AIR 1/DAY NEWS - 1/I	M-F News 3 at Eleven	11pm-1135pm	MŢ	:30 2	\$1,200.001	0.00 NM	2	\$2,400.00
Start Date End Date	Weekdays Spots/Week	Rate Ratir	ng					
Week: 10/08/12 10/14/12			.00					
E 27 KSNV 10/03/12 10/05/12	M-F News 3 at Eleven CM M-F News 3 at Eleven	11pm-1135pm	WTF	:30 3	\$1,200.001	0.00 NM	3	\$3,600.00
PLS AIR 1/DAY NEWS - 1/E								
Start Date End Date	Weekdays Spots/Week	Rate Ratir						
Week: 10/01/12 10/07/12 E 28 KSNV 10/03/12 10/05/12			.00 WTF	:30 3	\$500.001	0.00 NM	3	\$1.500.00
L 20 NOINV 10/03/12 10/03/12	Tonight Show	1155p-1257a		,50 5	φυυυ. <b>υ</b> υ ι	U.GO INIVI	3	\$1,300.00
PLS AIR 1/DAY. TONGIHT								
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Ratir</u> \$500.00 0.	<u>ng</u> .00					
E 29 KSNV 10/08/12 10/09/12		· · · · · · · · · · · · · · · · · · ·	MT	:30 2	\$500.001	0.00 NM	2	\$1,000.00
	Tonight Show	·			,			, .,
PLS AIR 1/DAY. TONGIHT Start Date End Date		Pato Potis	na					
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 2	Rate Ratir \$500.00 0.	<u>ng</u> .00					
E 30 KSNV 10/04/12 10/04/12	Thurs PR 9-10p CM		T	:30 1	\$3,200.001	0.00 NM	1	\$3,200.00
OFFIC/PARKS	Thursday Prime 9-10pm							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u> Ratii	nα					
Week: 10/01/12 10/07/12			.00					
E 31 KSNV 10/05/12 10/05/12	•	9-10pm	F	:30 1	\$2,600.001	0.00 NM	1	\$2,600.00
GRIMM	Friday Prime 9-10pm							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u> <u>Ratii</u>	ng					
Week: 10/01/12 10/07/12	F 1		.00					
E 32 KSNV 10/05/12 10/05/12	Fri 10-11p CM Friday Prime 10-11pm	10-11pm	F	:30 1	\$3,200.001	0.00 NM	1	\$3,200.00
DATELINE	I huay Filine 10-11pin							
Start Date End Date	Weekdays Spots/Week							
Week: 10/01/12 10/07/12			.00	.00 0	0005.004	0.00 NM	0	64 050 00
E 33 KSNV 10/06/12 10/06/12	Saturday Today CM Saturday Today	7a-9am	S-	:30 2	\$625.001	0.00 <b>N</b> M	2	\$1,250.00
SAT TODAY	, ,							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week		ing 1.00					
E 34 KSNV 10/06/12 10/06/12			S-	:30 1	\$1,100.001	0.00 NM	1	\$1,100.00
	Sa-Su News 3 at Eleven		_	,	<b>4</b> 1,100,00	0.00	•	41,100.00
NEWS	Mindulatura Consta (Mindulatura)	D-4- D-4				•		
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12			<u>ing</u> 1,00					
E 35 KSNV 10/06/12 10/06/12	<del></del>	5:00- 6:00am	S-	:30 1	\$825.003	0.00 NM	1	\$825.00
NEWO	Nevada Newsmakers - Ch.3	(5:00 AM-5:30 AM)	)					
NEWS Start Date <u>End Date</u>	Weekdays Spots/Week	Rate Rati	ina					
Week: 10/01/12 10/07/12	S- <u>Spots/vveek</u>		<u>ug</u> 1.00					
E 36 KSNV 10/06/12 10/06/12		5:00- 6:00am	S	:30 1	\$825.003	0.00 NM	1	\$825.00
NEWS	Nevada Newsmakers - Ch.3	(5:30 AM-6:00 AM)	)			1		
145440						•		

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KSNV

Totals

90

\$92,775.00

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Advertiser:

Romney for President

Alt Order #:

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Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

10/03/12 - 10/09/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E36 KSNV	10/06/1	2 10/06/12	Nevada Newsmal		5:00- 6:00ar		5- :30	1	\$825.003	0.00 NM	1	\$825.00
NEWS			Nevada Newsma	keis - Cn.S	(5:30 AM-6:0	JU AIVI)						
<u>Stai</u> Week: 10/0	<u>t Date</u> 01/12	End Date 10/07/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$825.00	<u>Rating</u> 0.00						
E 37 KSNV NEWS	10/07/1	2 10/07/12	News 3 Sunrise - News 3 Sunrise S		6a-7a		-s :30	1	\$350.001	0,00 NM	1	\$350.00
	<u>t Date</u> 01/12	End Date 10/07/12	Weekdays \$	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 38 KSNV	10/07/1	2 10/07/12	Sunday Today Sunday Today	СМ	7a-8am		-s :30	1	\$625.001	0.00 <b>NM</b>	1	\$625.00
Sunday												
<u>Star</u> Week: 10/0	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$625.00	<u>Rating</u> 0.00				,		
E39 KSNV			NFL Pre-Game / I	FNA CM	1p-530pm		-S :30	1 \$2	2,400.001	0.00 NM	1	\$2,400.00
FOOTB		MEDIOA	NFL Pre-Game									
	ALL IN A rt Date	MERICA End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	S	1	\$2,400.00	0.00						
E40 KSNV	10/07/1	2 10/07/12	NFL Football	CM	1P-9PM		-s :30	2 \$10	0,000.001	0.00 NM	2	\$20,000.00
DI S CIV	/E N#AV	CED NEI	NFL Football PLS GIVE MAX SE	≓D.							!	
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	S		\$10,000.00	0.00						
	10/07/1	2 10/07/12	Jeopardy in PRIN Jeopardy in Prim		M-SA 8-11p	/SUN	-S :30	1 \$	1,200.001	0.00 NM	1	\$1,200.00
JEOP Star	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					1	
Week: 10/		10/07/12	S		\$1,200.00	0.00						
E 42 KSNV L&O	10/07/1	2 10/07/12	LAW & ORDER ( Law & Order (syr		M-SA 8-11p	/ SUN	-s :30	1 \$	1,200.001	0.00 NM	1	\$1,200.00
	rt Date 01/12	End Date 10/07/12	Weekdays S	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00						
			Sa-Su News 3 at		11pm-1135	pm	-S :30	2 \$	1,100.001	0.00 NM	2	\$2,200.00
A 1001 A 200			Sa-Su News 3 at	Eleven								
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Dato	Datina						
<u>ى اما</u> /Week: 10	<u>rt Date</u> 01/12	10/07/12	S		<u>Rate</u> \$1,100.00	<u>Rating</u> 0.00						
			Jeopardy in PRIM Jeopardy in Prim	IE CM		/ SUNW-~	:30	1 \$	1,000.001	0.00 NM	1	\$750.00
PLS AIF	R 1/DAY	JEOP - 1/D									1	
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> w	Spots/Week		Rating						
	Date Ra		Description		\$1,000.00 t/End Time	0.00	Weekdays	Leng	th Rate	Rtg Type	1	
			eopardy in PRIME		A 8-11p / SU	ř	W			0.00 NM		
			Wheel of Fortune Wheel In Prime	in PRIMM	M-SA 8-11p	/ SUNW	:30	1 \$	1,300.001	0.00 NM	1	\$1,300.00
		WHEEL - 1										
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> w	Spots/Week	<u>Rate</u> \$1,300.00	<u>Rating</u> 0.00						
vveek. 10/	V 1/ 1Z	10/01/12		<u>.</u>	φ1,500.00	0.00					J	